



ULS (Use Less Stuff) Report Launches Certification Program to Help Consumers Make More Sustainable Choices

(April 1, 2009 – Rochester, MI) *Earth friendly. Recyclable. Environmentally safe. Biodegradable. Compostable.* The list of marketing claims and superlatives seems to get bigger and more confusing daily. To help consumers make more informed decisions about products and packages, *The ULS (Use Less Stuff) Report* has created a program that allows companies to feature the ULS logo on their packages if they can prove that the:

- Product or package reduces waste or energy consumption by at least 20% when compared to previous versions or similar products.
- Related marketing claims meet FTC guidelines for environmental statements.

According to *ULS Report* Editor Bob Lilienfeld, “Consumers want to make good decisions, but it’s extremely hard for them to understand the various environmental claims being made by manufacturers and retailers. By setting strict standards, and using sound scientific data to evaluate claims, we can help consumers in their desire to purchase more sustainable products.”

He added that, “To ensure that we remain objective, we are charging participants only for the certification work we do, and do not earn royalties from their sales. Also, we will be donating 10% of these proceeds to environmental groups that share our belief in using sound science to make decisions regarding environmental issues.”

The first products to meet the ULS waste reduction standards are Doctor Drain Natural Septic Treatment (www.naturaldoctordrain.com), Perfect Glacier Ice Water (www.parkcityicewatercompany.com), and Safonique Laundry Detergent (www.safonique.com). All require significantly less packaging than competitive products, sending between 47% and 78% less waste to landfills. In addition, the concentrated formulas of Doctor Drain and Safonique further reduce material consumption. Consumers and companies wishing to learn more about the program can visit the ULS website, www.use-less-stuff.com, under the heading “Sustainable Products.”

The ULS Report is published quarterly on the Web at www.use-less-stuff.com. Editor Bob Lilienfeld is a widely recognized authority on waste prevention, and a regular commentator on environmental issues for NPR and other media organizations. He is also co-author of the book *Use Less Stuff: Environmental Solutions for Who We Really Are*.

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